A-9

SmartAdserver Ratecard 2019

smart+

PRICING ADSERVING

OTHER FEE	Fixed price			
	Minimum €	Standard €	Minimum $	Standard $
Set up fee				
Training				
Big data premium				
Forecast premium				
Monthly Minimum				

STANDARD CPM	Impressions for the month up to	CPM			
		Minimum €	Standard €	Minimum $	Standard $
Standard Web & Mobile	100 000 000				
	500 000 000				
	1 000 000 000				
	Over 1 000 000 000				
Auto Promo	For all impressions of the month				
Default Pixel	For all impressions of the month				
Click Command	For all click of the month				

ADDITIONAL CPM	Weight up to	CPM			
		Minimum €	Standard €	Minimum $	Standard $
Overweight	500				
	1000				
	2000				
	4000				
	8000				
	20000				
Mobile SDK	For all impressions of the month				
RichmediaTemplate	For all impressions of the month				
Video hosted & non hosted	For all impressions of the month				

GENERAL COMMENTS

Any proposal **below the minimum of each grid** should be submitted to VP's preliminary approval

Any proposal **waiving tech fees** should be submitted to CM's preliminary approval

Note that **min CPM for RTB grid are in the same value in $/€** - do not convert

Please remember that for **HB**, the most important is **to be aligned with competitors** take rate (and not to be the highest)

PRICING RTB

RTB CONTRACT TYPE		Open auctions	Private auction & Deals	Header Bidding	Deal +	Holistic + (Standard)	Holistic + (Managed)	Yield+	Min CPM
Standalone	Minimum	▉	▉	▉	▉	n/a	n/a	▉	**Min CPM per auctions of** ▉
	Standard							Offered for HB contract	
Fullstack	Minimum	▉	▉	n/a	▉	▉	▉	▉	- Premium publishers : Not mandatory
	Standard						▉ $ Set up fee		- Non Premium publishers : Mandatory (can be waived the first 2 month)

SERVICE

		Silver	Gold	Platinium
		Amount to be charged on a monthly basis		
EMEA	Tier A	N/A	Free	▉
	Tier B/C	Free	▉	
AMERICAS	Tier A	N/A	Free	▉
	Tier B/C	Free	▉	